



NEWS RELEASE

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**U.S. SMALL BUSINESS ADMINISTRATION
NAMES
LILIAN DE LA TORRE-JIMENEZ
SMALL BUSINESS JOURNALIST OF THE YEAR**



SANTA ANA, CA – The Santa Ana District Office of the U.S. Small Business Administration has named Lilian de la Torre-Jimenez, Owner and Vice President of Jiménez Communications, Inc./Bodas USA La Revista, located in Rancho Cucamonga, CA **Small Business Journalist of the Year**. District Director J. Adalberto Quijada announced her selection. De la Torre-Jimenez is a true example of today's diverse woman entrepreneur. De la Torre-Jimenez has received several awards for her work as a journalist over the past decade; she has worked to increase public understanding of small business issues through articles, radio, and television for Spanish speaking audiences. Michael A. Ocasio, President of Small Business Finance Corporation of Orange County nominated de la Torre-Jimenez.

De la Torre-Jimenez is respected for her in-depth coverage specializing in labor law issues and economic impact stories. She has been particularly effective in covering small business issues affecting Orange, Riverside and San Bernardino Counties. Her stories have also extensively covered topics involving the border in San Diego, NAFTA, immigration and human right stories frequently acknowledged by the national television networks.

De la Torre-Jimenez has attained several significant roles with large newspapers in her community. She was the lead of the Orange County News Bureau for *La Opinion*, a 75-year old Spanish daily (one of the largest in the U.S.) and the editor of the Press Enterprise Spanish-language publication *La Prensa*. As a freelance writer, she has contributed to several Spanish-language magazines including *Nuestra Fuente*, *Avanzando* and *New Parent* in Spanish.

Lilian launched her own firm, Jimenez Communications, Inc. in 2006, transitioning from a career in journalism to one as a consultant and successful entrepreneur. In a short period of time, her company secured contracts with several community college districts and provided services for developers such as the Irvine Company as well as the State of California. Most recently, demonstrating her vision and creativity, she launched *Bodas USA La Revista*, a first of its kind Spanish-language bridal magazine, with an estimated distribution of 15,000 copies for its first issue in January.

Lilian is a member of various community organizations- she shares her passion, talents and contacts for the benefit of the community. She is one of the newest members of the Board of Directors of the National Hispanic Business Women Association. She is also a volunteer with the Orange County Human Relations Council. For her tenacity as a journalist, business owner, and community member, the SBA recognizes her as a true business journalist champion.

De la Torre-Jimenez and other small business owners & champions will be honored at the **45th Annual Small Business Week Awards** on September 25, 2008 at the Hilton Anaheim. For more information, please contact Christopher Lorenzana at 714.560.7453 or christopher.lorenzana@sba.gov .